

# April 29, 2010 – Scala Acquires SignChannel from Thinking Screen Media

*Defines a new category of self-service digital signage*

**EXTON, Pa.** – Scala, the world’s leading platform for digital signage has acquired the SignChannel division ([www.signchannel.com](http://www.signchannel.com)) of Thinking Screen Media. SignChannel is a new category of self-service digital signage service that is both low cost and easy to use.

SignChannel is an advertising-free, subscription-based service. It lets subscribers supplement their own promotional content with captivating commercial content such as weather, stock, news or sports updates.

“No one today has a digital signage offering for small business owners to deploy and manage themselves. SignChannel is the first,” said Gerard Bucas, Chief Executive Officer, Scala. “By leveraging low-cost media players such as wireless photo frames and Scala’s template capability, a small to medium business owner can easily set up their own digital signage network, create compelling content and manage their playlists through a simple Web interface. Coupled with SignChannel’s built-in media content, it is so innovative that we feel it truly presents a new paradigm in our industry”.

“Other traditional digital signage systems, including Scala’s award-winning Scala 5 software, need a reseller or system integrator to install the system, a graphic designer to create content and an IT person to manage the network” said Jeff Porter, Executive Vice President, Scala. “With SignChannel, you have an affordable do-it-yourself SaaS solution for small- and medium-sized businesses.”

“Scala has been a great help to us in the last year to get our SignChannel service started. Their server side software enabled us to bring a wide variety of professionally designed templates for a variety of vertical markets to the existing lineup of more than 500 media channels of news, weather, sports, stocks and local information for our service,” said Alan Phillips, CEO, Thinking Screen Media. “Now, Scala will be able to take SignChannel to the next level by leveraging its presence in the global digital signage marketplace.”

With Scala’s substantial investment, Thinking Screen Media will continue to develop their award-winning, consumer-focused FrameChannel platform ([www.framechannel.com](http://www.framechannel.com)), which is supported by advertising. FrameChannel is available on more than 20 connected devices, including the iPad. Unlike FrameChannel which contains advertising supported content, SignChannel is an advertising-free, subscription-based service.

“SignChannel provides the subscriber with the ability to supplement their promotional content with captivating ad-free commercial content such as weather, stock, news or sports updates,” said Jon Finegold, Chief Operating Officer, Thinking Screen Media.

To learn more about the new SignChannel service, visit <http://www.signchannel.com> <<http://www.signchannel.com>> .

## **About Thinking Screen Media**

Thinking Screen Media, formerly known as Frame Media, is a leader in delivering content to the "4th screen," or the new category of Connected Screens that includes devices such as Wi-Fi photo frames, tablets, connected TVs, media players, and more. Its FrameChannel service can be customized and integrated with these devices and is available today on a growing number of top-brand products including, Tivo, Roku, Samsung, Sony, Philips, Motorola, Kodak, Toshiba,

Viewsonic and Apple. FrameChannel users can easily select their favorite local, national, social networking, or photo sharing content from more than 1000 channels and program their devices to feature that content. FrameChannel intelligently streams the timeliest content from the selected channels, so users can always view the very latest information as they move through their homes. For more information on Thinking Screen Media, please visit <http://www.thinkingscreen.com>.

## **About Scala**

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 800 partners in more than 90 countries. More information is available at [www.scala.com](http://www.scala.com) <<http://www.scala.com/>> .